

## Education New Zealand Briefing

<b>Title:</b>	Education New Zealand quarterly report for 1 January to 31 March 2018
<b>Date:</b>	30 May 2018
<b>Priority:</b>	Low
<b>Security level:</b>	In confidence
<b>ENZ ID no:</b>	1718-120

### Action sought

Addressee:	Action sought:	Deadline:
Minister of Education	Note the attached ENZ quarterly report for 1 January to 31 March 2018.  Agree that this briefing is proactively released as part of the June 2018 release.	
<b>Enclosure:</b>	Yes	<b>Round robin:</b> No

### Contact for telephone discussion (if required)

Name:	Position:	Telephone:	Cell phone:	1 <sup>st</sup> contact:
Grant McPherson	Chief Executive	[REDACTED]	[REDACTED]	Withheld under s9(2)(a)
Angela Meredith	Accountability Manager	[REDACTED]	[REDACTED]	x Withheld under s9(2)(a)

### The following departments/agencies have seen this report

<input type="checkbox"/> ERO	<input checked="" type="checkbox"/> MBIE	<input type="checkbox"/> MFaT	<input type="checkbox"/> MoH	<input checked="" type="checkbox"/> MoE	<input type="checkbox"/> MSD
<input type="checkbox"/> NZQA	<input type="checkbox"/> NZTE	<input type="checkbox"/> TEC	<input type="checkbox"/> TPK	<input type="checkbox"/> Treasury	<input type="checkbox"/>

### Minister's office to complete

<input type="checkbox"/> Approved	<input type="checkbox"/> Declined	<input type="checkbox"/> Noted	<input type="checkbox"/> Needs change
<input type="checkbox"/> Seen	<input type="checkbox"/> Overtaken by events	<input type="checkbox"/> See Minister's notes	<input type="checkbox"/> Withdrawn

### Comments:

## Education New Zealand Briefing

<b>Title:</b>	<b>Education New Zealand quarterly report for 1 January to 31 March 2018</b>
<b>Date:</b>	<b>30 May 2018</b>
<b>ENZ ID no:</b>	<b>1718-120</b>

### Recommendations

#### We recommend that you

- a. **note** the attached Education New Zealand (ENZ) quarterly report for 1 January to 31 March 2018

**NOTED**

- b. **agree** that this briefing is proactively released as part of the June 2018 release

**AGREED**



**John Goulter**  
General Manager Stakeholders and Communications

**Hon. Chris Hipkins**  
Minister of Education

— / — / —

Proactively released



## Purpose

---

1. The ENZ quarterly report for 1 January to 31 March 2018 is attached for your information.

## Background

---

2. The quarterly report provides the third quarter progress report against the intentions stated in ENZ's *Statement of Intent 2017-2021* and *Statement of Performance Expectations 2017/18*.
3. Progress is reported under each of the five strategic themes that shape ENZ's activities towards achieving its intended outcomes:
  - **Lead international education and thinking** – collaboration with other agencies to give effect to the government's agenda for international education
  - **Tell the international education story in New Zealand** – building New Zealanders' awareness of the social, cultural, educational and economic benefits of international education
  - **Drive value to New Zealand through student mobility** – raising awareness and preference for New Zealand education in priority markets
  - **Support education delivery offshore for value to New Zealand** – working with providers to identify and develop opportunities for education delivery offshore
  - **Continuous improvement of ENZ's capability** – strengthening systems and processes to continue to improve capability and capacity
4. The Ministry of Education and the Ministry for Business, Innovation and Employment, ENZ's monitoring agencies, have reviewed this report.
5. ENZ's Board Chair Charles Finny reviewed the report and authorised providing it to you for your information.

## Proactive release

---

6. ENZ intends to proactively release this briefing as per your expectation that information be released as soon as possible. Any information which may need to be withheld will be done so in line with the provisions of the Official Information Act 1982.



ThinkNew



# Quarterly Report

## Education New Zealand

1 January to 31 March 2018

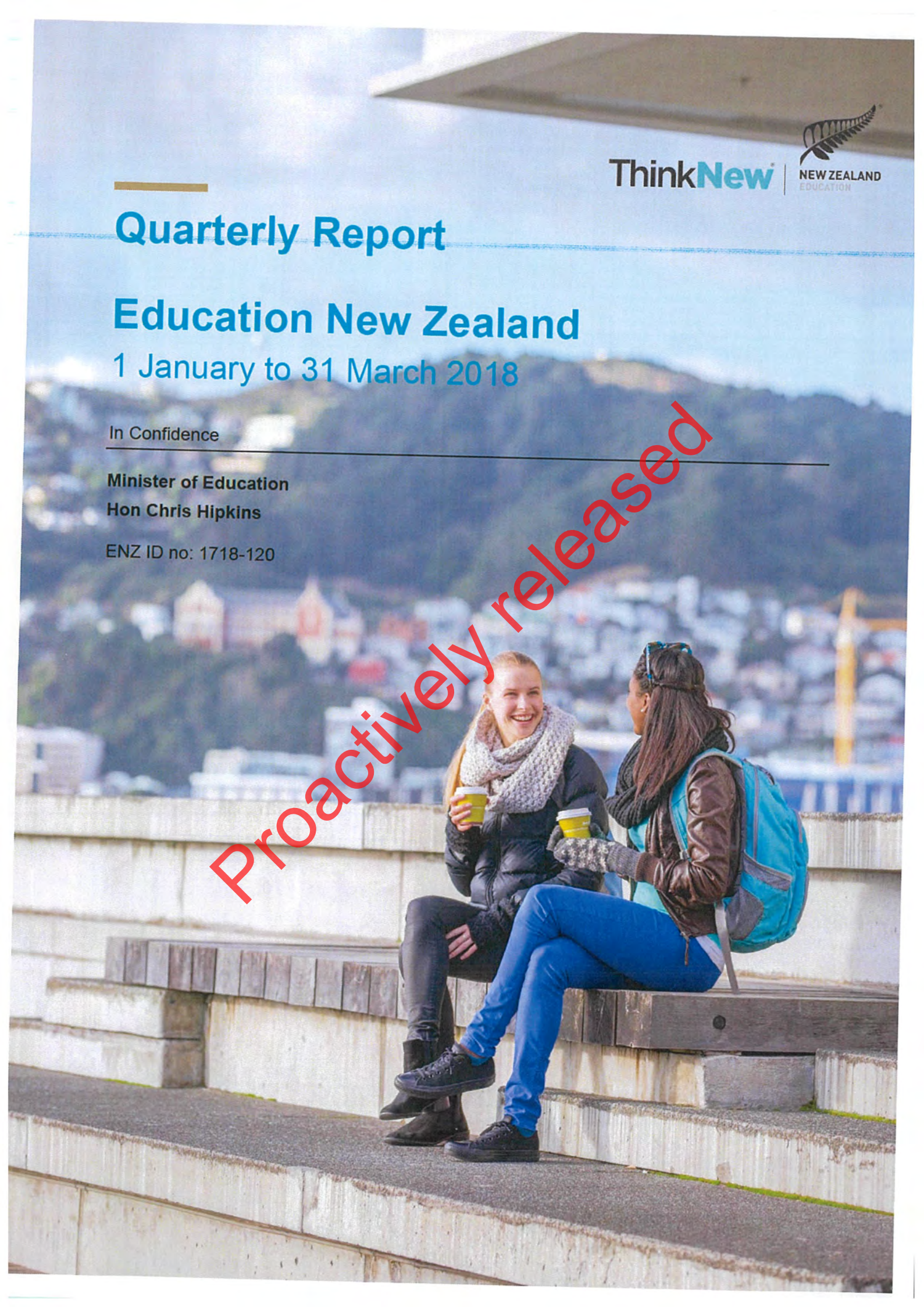
In Confidence

Minister of Education

Hon Chris Hipkins

ENZ ID no: 1718-120

Proactively released





**Contents**

---

Contents ..... 2

Executive summary ..... 3

Impact measures ..... 4

Performance measures ..... 5

Organisational capability ..... 7

Financial performance to 31 March 2018 ..... 8

Lead international education in thinking and implementation ..... 9

Tell the international education story in New Zealand ..... 9

Drive value to New Zealand through student mobility ..... 10

Support education delivery offshore for value to New Zealand ..... 13

Continuous improvement of ENZ’s capability ..... 13

Proactively released

## Executive summary

---

This quarterly report covers the period 1 January – 31 March 2018<sup>1</sup>. This is the third quarterly report against Education New Zealand's (ENZ's) *Statement of Intent 2017-2021* and *Statement of Performance Expectations 2017/18*.

During the quarter, ENZ provided insight into the current state of New Zealand's international education industry to the Ministry of Business, Employment and Trade (MBIE), for use in developing post-study work rights policy advice. ENZ remains engaged with MBIE and other officials as this policy work progresses.

ENZ supported the successful University of Auckland-led bid to host the Asia-Pacific Association of International Education Conference and Exhibition (APAIE) in Auckland in 2021. This will be the first time the conference is held in New Zealand and it is expected to attract approximately 2,000 delegates from education organisations across the Asia-Pacific region.

Work has begun on developing an ENZ Media Centre. This will be a resource to support ENZ's international and domestic public relations and marketing efforts. The Media Centre will contain ENZ-produced stories, infographics, references and high-quality images for use in New Zealand and key markets.

A refresh of the *Think New* brand strategy used by ENZ to promote New Zealand education internationally continued throughout the quarter. Potential brand messages that position the New Zealand education brand for quality have been researched and tested with international students and education providers. A "Future Proof" campaign was launched in March, promoting New Zealand's number one ranking in the Economist Intelligence Unit's Worldwide Educating for the Future Index. The campaign integrates ENZ's social media communities and digital channels and is the first campaign to be integrated with ENZ's database marketing platform.

ENZ continued working towards a relaunch of its recognised agent programme (ENZRA) in mid-2018. The programme will provide increased support to quality education agents who promote and market New Zealand as an international study destination, meet standards regarding their conduct, and fulfil ENZ's training requirements. ENZ is now upgrading its online agent training programme to support the ENZRA relaunch.

ENZ progressed its work on investigating the feasibility of increased transnational education delivery. An analysis and options report will be finalised by 30 June 2018.

ENZ continued work on refining its Global Operating Model to ensure the right resources get to the right places in market. The new South East Asia hub office in Singapore was formally opened by Minister Hipkins in March. The South East Asia region includes five of ENZ's priority education markets and the hub model ensures that resources can be shifted between markets to take advantage of growth opportunities. A review of ENZ's China & North Asia, and the Americas & Europe regions is underway.

---

<sup>1</sup> This report includes calendar year and financial year information. A calendar year is shown as a single year, such as 2017, while dates such as 2017/18 refer to a financial year.



## Impact measures

	2017/18 Target	2016/17 Full Year Result	2017/18 Second Quarter Result	On track	Comment
Increase the value from New Zealand's international education industry	\$4.5 billion	\$4.28 billion	Not yet measured	●	Estimate based on 2016 Economic Value Analysis (EVA) and full year enrolments. ● 2017 EVA underway, with results due by 30 June 2018.
Maintain the proportion of international students who were satisfied or very satisfied with their overall experience.	Schools 98% PTEs <sup>2</sup> 88% ELS <sup>3</sup> 89% ITPs <sup>4</sup> 88% Universities 90%	PTEs 88% ELS 88%	ITPs 89% Universities 90%	✓	Achieved. No further surveys are planned for 2017/18.
Increase awareness of the contribution of international education to New Zealand	Increase awareness compared to 2016/17	56%	Not yet measured	●	To be measured in Q4 <sup>5</sup> .
Increase the economic value per international student	Increase value per student compared to 2016	\$33,280	Not yet measured	●	2017 EVA underway, with results due by 30 June 2018.
Increase the number of students enrolled to study outside Auckland.	Increase the number compared to 2016	48,000	Not yet measured	●	2017 full year regional enrolment data for will be available in Q4.
Increase the percentage of prospective students in priority markets who rank New Zealand in the top three preferred countries	Increase the percentage compared to 2016/17	13%	Not yet measured	●	To be measured in Q4.
Increase the economic value of education services that are delivered offshore.	Increase value to \$298m	Not measured	Not yet measured	●	2017 EVA underway, with results due by 30 June 2018.

**Key:** ✓ on track to achieve full year target      \* not met      ● not measured, or not currently on track to achieve full year target

<sup>2</sup> Private training establishments  
<sup>3</sup> English language schools  
<sup>4</sup> Institutes of technology and polytechnics  
<sup>5</sup> Q4 covers April to June 2018.

## Performance measures

	2017/18 Target	2016/17 Full Year Result	2017/18 Third Quarter Result	On track	Comment
IESOG and government agencies have an agreed government wide approach to international education.	Approach agreed by 30 June 2018	New measure	Development of the strategy and implementation plan continued during the quarter.	✓	
Usage of ENZ's information and intelligence by government agencies.	≥ 2016/17 result	4.9/7	Not yet measured	●	Agencies will be surveyed in Q4.
Percentage of industry members satisfied with the information and intelligence provided by ENZ.	Overall rating = good or higher	26% ranked intelligence as one of the five most important services	Not yet measured	●	Industry will be surveyed in Q4.
Number of key messages about the benefits to New Zealand from international education delivered through third parties.	Establish baseline	-	148	✓	
Number of referrals to institutional websites from ENZ's studyinnewzealand.govt.nz website.	120,000	244,538	126,943	✓	
Percentage of Active Visits on ENZ's studyinnewzealand.govt.nz website.	Establish baseline (target 50%)	-	77%	✓	
Number of registrations to ENZ's Student Membership Programme through studyinnewzealand.govt.nz website.	Establish baseline (target 60-100K)	-	74,290	✓	
Usage of the Skills Lab.	≥ 2016/17 result	462 registered users	453 registered users	●	Demand driven activity. There were 26 new registrations during this quarter. Overall numbers are down on the previous quarter due to ENZ cancelling registrations of individuals who no longer work for the institution they signed up under (a security precaution).



	2017/18 Target	2016/17 Full Year Result	2017/18 Third Quarter Result	On track	Comment
Usage of the Brand Lab.	50,000 downloads	49,167	17,326	●	Brand Lab was not actively promoted during Q2 or Q3. It will be promoted in Q4.
Percentage of users that are satisfied with the quality of ENZ's services and support.	≥ 2016/17 result	77%	Not yet measured	●	Industry will be surveyed in Q4.
Percentage of users that agree ENZ's services and support have added value to their organisation.	≥ 2016/17 result	75%	Not yet measured	●	Industry will be surveyed in Q4.
Develop and document an agreed approach for supporting growth in delivery of education services offshore.	Approach agreed by 31 Dec 2017.	-		x	This measure was not achieved within the timeliness target. ENZ is now working to a revised deadline of 30 June 2018.
Number of new and existing Prime Minister's Scholarships funded.					The second round of scholarships for 2017/18 will be awarded in Q4. Recipients are not funded until their study commences.
<ul style="list-style-type: none"> <li>• Asia</li> <li>• Latin America</li> </ul>	450-550	328	134	●	
Percentage of Prime Minister's Scholarship recipients who record that the scholarship has benefited their future career aspirations.	≥ 2016/17 result	49	61		
<ul style="list-style-type: none"> <li>• Asia</li> <li>• Latin America</li> </ul>	95%	95%	95%	✓	
Number of new and existing New Zealand International Doctoral Research Scholarships funded.	10-20	23	26	✓	

Proactively released

Organisational capability

	2017/18 Target	2016/17 Full Year Result	2017/18 Second Quarter Result	On track	Comment
Employee engagement	Top quartile of the staff engagement index for the public sector	Top quartile	Top quartile	✓	
Core unplanned turnover	No more than 11%	7%	7%	✓	
Administration expenses as a percentage of core operating expenses	Between 13-18%	15.80%	15.75%	✓	
Identify and actively manage a targeted portfolio of markets that drives current opportunities and creates future market positions:					New measure in 2017/18
<ul style="list-style-type: none"> <li>Country Activity Plans (CAPs) document business activity and investment for each 'promote' and 'explore' market</li> </ul>	100%		100%	✓	
<ul style="list-style-type: none"> <li>Country team reviews completed three times per annum</li> </ul>	100%		100%		

Proactively released



## Financial performance to 31 March 2018

STATEMENT OF FINANCIAL PERFORMANCE	As at March		
	Actual 2017/18	Budget 2017/18	Actual 2016/17
<b>\$000s</b>			
<b>Operating Revenue</b>			
Revenue from the Crown - operating	20,665	20,856	20,112
Revenue from the Crown - EEL	2,448	2,448	1,699
Other revenue	2,665	2,856	1,580
<b>Total operating revenue</b>	<b>25,778</b>	<b>26,160</b>	<b>23,391</b>
<b>Scholarship Revenue</b>			
Revenue from the Crown - scholarships	3,412	3,412	3,251
<b>Total scholarship revenue</b>	<b>3,412</b>	<b>3,412</b>	<b>3,251</b>
<b>Operating Expenditure</b>			
Personnel costs	8,413	8,926	8,710
Other expenses	15,632	16,377	15,689
Depreciation & amortisation expenses	260	261	306
<b>Total operating expenditure</b>	<b>24,305</b>	<b>25,564</b>	<b>24,705</b>
<b>Scholarship expenditure</b>			
Scholarship expenses	1,595	2,552	1,663
<b>Total scholarship expenditure</b>	<b>1,595</b>	<b>2,552</b>	<b>1,663</b>
<b>Net surplus</b>	<b>3,290</b>	<b>1,456</b>	<b>274</b>

STATEMENT OF FINANCIAL POSITION	As at March		
	Actual 2017/18	Budget 2017/18	Actual 2016/17
<b>\$000s</b>			
<b>Assets</b>			
Total current assets	8,315	8,696	5,953
Total non-current assets	421	390	689
<b>Total assets</b>	<b>8,736</b>	<b>9,086</b>	<b>6,642</b>
<b>Liabilities</b>			
Total current liabilities	2,988	3,800	2,841
Total non-current liabilities	-	100	96
<b>Total liabilities</b>	<b>2,988</b>	<b>3,900</b>	<b>2,937</b>
<b>Net assets</b>	<b>5,748</b>	<b>5,186</b>	<b>3,705</b>

ENZ remains on track to meet our full year budget target for our International Education Programmes appropriation and Awards for Outbound New Zealand Students appropriation. There are some year-to-date timing differences which we expect will be corrected.

The Scholarships for Inbound International Students appropriation is forecast to be underspent for the full year by around \$200,000 which is due to student driven factors.

## Lead international education in thinking and implementation

---

### Post-study work rights

ENZ provided insights into the current state of New Zealand's international education industry and international students' perspectives into the importance of employment to the Ministry of Business, Innovation and Employment (MBIE), for use in developing post-study work rights policy advice. The ability to work during and after international study is a material driver of both a potential international student's consideration of viable destinations and their subsequent likelihood to advocate positively for their chosen country.

MBIE's policy advice on post-study work rights for international students was provided to Ministers for discussion at the International Education Ministers meeting on 9 April. ENZ remains engaged with MBIE and other officials as this policy work is progressed.

### Intelligence and insight

In March, ENZ released the Trimester 2 international student enrolment data for 2017, covering the period 1 January to 31 August. This showed that the planned market rebalancing is well underway, and the value of the international education sector is holding. Total international student enrolments were down 7% on the same period in 2016, with a significant decline in enrolments in the unfunded PTE sector (-30%) partially offset by a 7% increase in international enrolments at universities. International enrolments in Auckland were down 10%, but there was generally positive growth in other regions.

ENZ continues to work with MoE to improve the quality and accuracy of 2017 enrolment data.

### Asia-Pacific Association of International Education conference

ENZ's Chief Executive, Grant McPherson, attended the Asia-Pacific Association of International Education Conference and Exhibition (APAIE) in Singapore in March, to support the University of Auckland-led bid to host the APAIE 2021 conference in New Zealand. The University of Auckland's bid included strong support from all of the other New Zealand universities, as well as ENZ, Tourism New Zealand, the Ministry of Foreign Affairs and Trade, and Auckland Tourism, Events and Economic Development (ATEED). This all-of-New Zealand approach resulted in a successful outcome, with APAIE 2021 to be the first time that the conference is held in New Zealand. The conference is expected to attract approximately 2,000 delegates from education organisations across the Asia-Pacific region. ENZ will work with the education sector to build New Zealand's presence at APAIE conferences in Kuala Lumpur in 2019 and British Columbia in 2020, to ensure that the 2021 conference showcases the best of New Zealand's international education sector to the world and contributes to strong international partnerships between institutions.

## Tell the international education story in New Zealand

---

### Development of an ENZ media centre

ENZ has begun work to establish an online news content platform, the ENZ Media Centre, to support and amplify ENZ's international and domestic public relations and marketing efforts. The Media Centre will contain ENZ-produced stories, infographics, references and high-quality images and photography to ensure a ready-supply of current media content for use in New Zealand and in key markets.

The Media Centre complements other planned changes to ENZ's communications strategy and will provide a more cost-effective approach to global public relations efforts in the medium to long term by reducing spend on external consultants.



## American International Education Association Conference (AIEA) 2018

In February, ENZ and Professor Helen Nicholson from the University of Otago co-presented 'From New Zealand with Love: Using Storytelling to Promote Positive International Student Experiences in Our Communities' at the AIEA Conference in Washington, D.C. The objective of presenting at the conference was to position New Zealand's focus on international student experience and social license as leading examples of collaborative and community focused approaches to challenges shared by all major student destination countries. Feedback from attendees was that New Zealand's central government focus on international student wellbeing, and strategy for 'Telling the Story,' is world-leading.

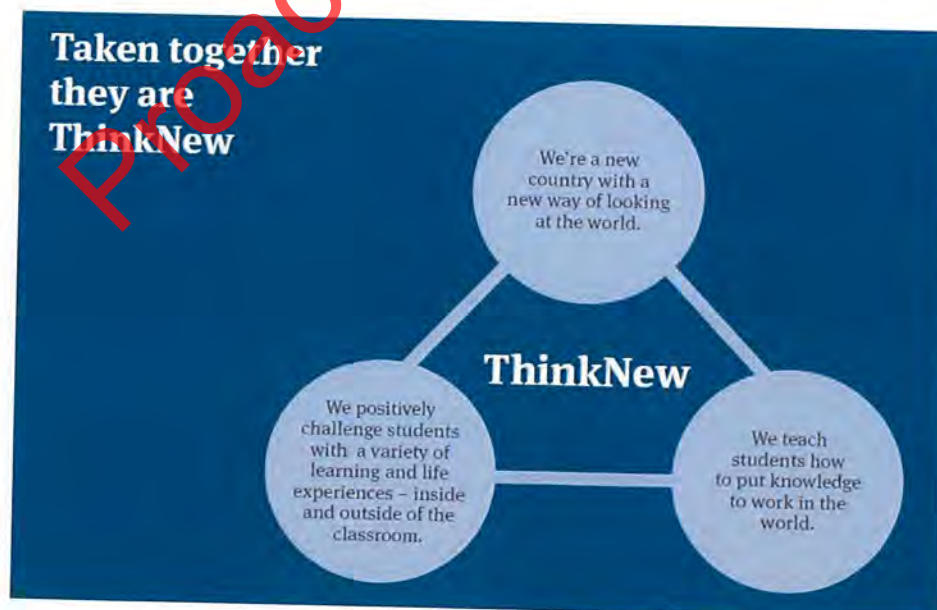
## Drive value to New Zealand through student mobility

### Think New brand strategy refresh

ENZ works to position and build awareness internationally of New Zealand education under the *Think New* brand, which was launched in late 2013<sup>6</sup>.

ENZ's research shows that international perceptions about New Zealand's education brand are driven largely by its more well-known tourism and food and beverage associations. This means that amongst potential international students and their parents, New Zealand is known primarily for 'nurture' factors such as safety, welcoming people, a comfortable lifestyle and a scenic environment rather than for its education quality, which is the primary driver for students' country choice. This perception contrasts with the 'status and success' position of English-speaking competitor countries such as the United States and United Kingdom, which have natural strengths of reputation, history, geography and prestige that New Zealand does not. While aspects of the 'nurture' positioning are positive and a key part of New Zealand's international education story, it is necessary to improve perceptions around the quality of New Zealand education and its relevance to the workforce of the future.

ENZ researched and tested a range of potential brand messages that could credibly position the New Zealand education brand for quality. The draft brand strategy is based around three pillars which together form a refreshed *Think New*.



<sup>6</sup> The brand positioning for *Think New* details the benefits that international students derive from a New Zealand education compared to other countries' education brands.



The messages focus on New Zealand as a positive environment for learning, offering education that prepares students for the future. The refreshed brand strategy is now being refined and a full brand manifesto will be developed by May 2018.

### Future Proof Campaign

In March, ENZ launched an eight-week global campaign to promote New Zealand's number one ranking in the Economist Intelligence Unit's Worldwide Educating for the Future Index. The campaign emphasises New Zealand's strengths including:

- an education system that develops in-demand skills such as critical thinking, creativity, independence and team work
- diverse learning experiences inside and outside the classroom, and practical, hands-on approaches that teach students how to use their knowledge in real-world situations
- a modern, progressive and open-minded society. The experiences students have in New Zealand enable them to grow personally as well as academically.

The first phase of the 'Future Proof' campaign focused on building awareness of New Zealand as a future-focused education destination. This phase of the campaign reached over 30 million people with nearly 12 million engagements<sup>7</sup> across ENZ's digital and social media channels. This is the largest qualified audience that ENZ has ever achieved in a single campaign.

The second phase of the campaign began on 1 April and focused on converting the views by the target audience into referrals to education providers. In the first 10 days of this phase, 11,600 referrals were made. A third phase will introduce the [My Study NZ](#) member centre tool where prospective students can register for personalised information based on their preferences.

The 'Future Proof' campaign is part of a media framework that ENZ developed in 2017 which can be rolled out globally. It integrates ENZ's social media communities and digital channels, and it is the first campaign to be integrated with ENZ's database marketing platform.

### ENZ Recognised Agent (ENZRA) programme

ENZ is working towards a relaunch the ENZRA programme in mid-2018. The programme intends to contribute to the attraction of high value international students and enhance the international student experience. It will do this by identifying and providing increased and sustained support to quality education agents who are promoting and marketing New Zealand as an international study destination, and successfully placing students at New Zealand education providers.

ENZRA is not a regulatory programme. It however does seek to provide some direction and information for prospective international students, their parents, and education providers regarding what education agents can provide the best advice and information about New Zealand as a study destination.

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]

Withheld under s9(2)(f)(iv)

ENZ will place high expectations on Recognised Agents in regard to their conduct and behaviour,

[Redacted]

The programme intends to further incentivise

Withheld under s9(2)(f)(iv)

<sup>7</sup> Campaign content actively viewed by the target audience.



agents to [REDACTED]  
[REDACTED] when promoting New Zealand as a study destination.

Withheld under s9(2)  
(f)(iv)

ENZ is now upgrading its online agent training programme to better reflect the evolution of learning styles since its initial release. The training will also provide more specific information for agents regarding their obligations when promoting New Zealand institutions, and more resources to market New Zealand as a study destination. The new online training programme will be available to all agents to access, not just ENZRA agents, and will be designed to be the primary communication channel to all agents for regular updates on the sector.

## Promotion of education links in target markets

### *Saudi Arabia*

ENZ supported two influential Saudi Arabian aviation delegations with a programme of visits to New Zealand flight and pilot training providers in February. The delegations comprised Saudi Airlines and the General Authority Civil Aviation (GACA<sup>8</sup>) senior executives who would employee students upon return to Saudi Arabia. The delegations visited Ardmore Flying School, Air New Zealand Aviation Institute in Auckland and Christchurch, International Aviation Academy of New Zealand, Nelson Aviation College and Massey University School of Aviation. ENZ is following up with the delegations in Saudi Arabia, New Zealand education providers, and New Zealand Civil Aviation Authority to secure the necessary approvals to send students to flight training providers. Aviation pilot students are the highest-value international students enrolled by New Zealand education providers.

### *China*

In March, ENZ ran agent seminars in Hong Kong, Shanghai and Beijing with up to 40 New Zealand institutions attending and up to 70 Chinese agents in each location. Seventeen institutions participated in the Beijing Student Fair, including a group of Southland providers.

Other regional groups visiting China over this period included Wellington Regional Economic Development Agency (WREDA) and Nelson-Marlborough, both running promotional events for agents with ENZ assistance. WREDA's focus was on creative education with Weta Workshop support while Nelson-Marlborough leveraged its wine industry. Promotional activity by New Zealand regions in China aims to increase Chinese student enrolment outside of Auckland.

### *Brazil*

ENZ hosted an Academic Cooperation Seminar for New Zealand and Brazil in Sao Paulo in March to promote greater collaboration between New Zealand and Brazilian universities. Five New Zealand universities and 17 Brazilian universities were represented at the event. The forum was held to capitalise on the recent announcement by the Brazilian Federal Agency for Support and Evaluation of Graduate Education establishing a programme to assist Brazilian universities to internationalise. The Program for Internationalisation of Brazilian Postgraduate Programs (BPP) is a successor to the earlier undergraduate programme known as 'Science without Borders' and will receive USD \$350 million of funding over the next four years. ENZ developed the seminar initiative given the unique opportunity the BPP programme offers in establishing long term linkages between Brazilian and New Zealand universities. For the next four years this initiative will be the focus of the Brazilian universities, thus successful proposals could greatly enhance New Zealand's engagement with the region.

<sup>8</sup> The national institution of Saudi Arabia in charge of aviation.

## Support education delivery offshore for value to New Zealand

---

### International delivery feasibility analysis

During the quarter, ENZ progressed its work on investigating the feasibility of increased NZ Inc involvement in offshore education delivery or transnational education (referred to as TNE). An analysis and options report will provide a high-level feasibility assessment to identify realistic approaches and actions for removing barriers, capturing potential benefits and building scale of TNE. The report remains on track for completion by the revised deadline of 30 June 2018.

### Continuous improvement of ENZ's capability

---

#### Global Operating Model

ENZ continued work on refining its Global Operating Model to ensure the right resources get to the right places in market, including a new hub-type operating model in South East Asia. ENZ's new South East Asia hub office in Singapore was formally opened by Minister Hipkins in March.

The South East Asia region includes five of ENZ's priority markets (Indonesia, Malaysia, the Philippines, Thailand and Viet Nam). In March, a dedicated South East Asia Regional Manager commenced work in Singapore to provide greater momentum across these priority markets. Relocation of a market manager position from Malaysia to Singapore provides greater flexibility for ENZ to shift resources between markets and take advantage of growth opportunities. ENZ is currently recruiting a regional marketing and communications specialist to be based in Singapore. This is the first marketing position to be based in-market and follows a similar approach to NZTE and Tourism NZ.

ENZ has begun a review of the China & North Asia and the Americas & Europe regions.

Proactively released